

FOR IMMEDIATE RELEASE

Intalytics and Cuebiq Form Mobile Data Partnership

Powered by Cuebiq's data, Intalytics provides retailers with a new, unique and powerful predictive analytics solution

NEW YORK – May 10, 2016 – [Intalytics](#), a predictive analytics firm, and [Cuebiq](#), a location intelligence company, have formed an exclusive data partnership focused on the integration of proprietary, large mobile datasets into predictive analytics solutions that support retailers' market planning and marketing decision making. The partnership provides retailers, including franchise operators and quick service restaurants, with actionable intelligence that enhances their ability to identify ideal locations for prospective new stores to be opened.

"Intalytics has been a true pioneer in harnessing the power that massive mobile data can offer to organizations seeking deeper insights on their customers and their competitors." said Jonathan Wilson, Principal at Intalytics. "Through this partnership with Cuebiq, our clients benefit from the ability to leverage mobile data that is unparalleled in both its volume and its granularity. For those organizations that struggle to compile accurate customer data, a robust alternative has arrived."

Especially for those companies that lack available and reliable customer and transaction-level data, Cuebiq's data plays an instrumental role as an input into Intalytics' predictive analytics solutions. Specific use cases for this data include:

- Customer segmentation and distribution analysis
- Performance analysis at Points of Interest, such as shopping centers and retail nodes
- Competitive performance analysis
- Analysis of consumer behaviors
- Analysis of traffic activity

"The combination of our data with Intalytics' industry-leading predictive analytics solutions gives retailers and restaurant operators incredible power," said Antonio Tomarchio, founder and CEO of Cuebiq. "This segment of the retail market is large and continuing to expand with high growth potential. Through our partnership, we are excited about helping retailers to expand their locations in a strategic and data-driven manner."

About Intalytics

Intalytics (<http://intalytics.com>) provides world-class predictive analytics tools, technologies, and consulting to restaurants, retailers, financial institutions, healthcare providers, service organizations, and private equity firms that are seeking location-centric insights. Founded in 2007 by four leading practitioners in the field of predictive analytics, Intalytics leverages cutting edge modeling techniques, third-party datasets, and web-based analytical tools to deliver innovative, accurate and actionable real estate and marketing solutions.

About Cuebiq

[Cuebiq](#) is a next generation location intelligence company that allows businesses to glean actionable insights about real-world consumer behaviors and trends. Using its data intelligence platform, Cuebiq provides geo-behavioral insights and offline location analytics, geo-behavioral audiences for cross-platform ad targeting, and offline attribution analysis. Cuebiq is headquartered in New York with offices in Italy and China.

MEDIA CONTACTS

Intalytics

Matt Montgomery

matt.montgomery@intalytics.com

734.623.7710

Cuebiq

Alexandra Huber

alex@kitehilpr.com

816-507-6016